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Automotive News

Detroit, March 9, 1981

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Lancia prototype

New lines for Delta

This Lancia Delta prototype features notchback styling and small trunk. Its predecessor, the Delta hatchback, was introduced in 1979. A version is sold in Sweden by Saab. The new style Delta is not scheduled to be sold in the U. S., and is not yet in production.

Easing of emission rules urged by air-quality unit

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — As expected, the National Commission on Air Quality charged with assessing the workings of the Clean Air Act, came out for a slight easing of auto and truck emission standards last week.

The recommendations, in line with others made by the commission regarding stationary sources of air pollution, represent the coming together of the diverse interests of business, government and citizens groups, said Senator Gary Hart, Colorado Democrat.

"It (the commission's recommendations) preserves the best aspects of the law, streamlines other parts to make them more effective, eliminates those not working and addresses new issues which have been discovered since the act was adopted," he said.

On auto emissions the commission said that the statutory hydrocarbon (HC) standard of .41 grams per mile and the oxides of nitrogen standard of 1.0 gpm should be retained, but that the standard for carbon monoxide should be eased to 7 gpm from 3.4 gpm.

The commission's reasoning on this point is based on a report from the National Academy of Sciences indicating that a 7 gpm CO standard would not result in "significant" or "any" increase in CO emissions but would save the automakers from $30 to $60 per vehicle and improve fuel economy up to one percent.

Further, the commission said that while typical in-use CO emissions of pre-1981 cars are approximately 2 times the CO standard, inspection and maintenance programs in force in those areas of the country with severe CO emission problems and more stringent CO standards for 1984 and later model year light and heavy trucks should result in all but two areas meeting the ambient air quality standard for CO pollution by 1988 or 1989.

• Currently, about 30 percent of the 1981 and 1982 vehicle fleet is operating with an EPA-granted 7 gpm waiver from the CO standard.

The commission also recommended that the 1 gpm NOx standard be retained for gasoline-powered automobiles, but that diesels be allowed to meet a 1.5 gpm NOx standard through 1984.

It said that by 1985 technology should be available to permit the larger diesels to meet the 1.0 gpm level and the smaller ones to meet a 0.4 gpm level.

Currently, diesel makers are operating under waivers from the NOx standard from 1.25 gpm to 1.5 gpm depending upon the size of the engine. These waivers expire with the 1983 models.

Keeping the 1 gpm standard for gasoline powered cars and enforcing the more stringent NOx standards for light and heavy trucks should result in all but one area of the country meeting the nitrogen dioxide

Continued on Page 30, Col. 3

Daimler-Benz agrees to acquire Freightliner

A surprise agreement announced last week will expand Daimler-Benz's truck-manufacturing foothold in North America.

In San Francisco, Consolidated Freightways, Inc., said it had reached agreement in principle with the West German vehicle manufacturer to sell virtually all of its U. S. and Canadian manufacturing assets to Daimler-Benz.

Consolidated Freightways is basically a truck transportation firm, but it manufactures Freightliner trucks, and it is the Freightliner manufacturing facilities which Daimler-Benz has agreed to purchase.

CF at one time marketed Freightliner through White Motor Corp., but took back distribution rights several years ago.

There were unconfirmed reports as AUTOMOTIVE NEWS went to press that Daimler-Benz was near a second agreement by which it would acquire White, which has been operating under a Chapter II reorganization.

Daimler-Benz and Consolidated Freightways reached agreement on a second effort. Negotiations between the two firms were terminated with no agreement being reached in early January of this year.

Negotiations were resumed late in February upon the initiative of Daimler-Benz, Consolidated Freightways said.

Raymond F. O'Brien, chairman of Consolidated, jointly announced last week that the agreement in principle would be followed by negotiations leading to a definitive agreement.

O'Brien said that the agreement contained provisions for cash payments to Consolidated Freightways in excess of $225 million within the first 12 months after consummation of the sale, as well as additional monetary considerations after that time.

He went on to say that Consolidated Freightways' long-range goal is an aggressive and continued expansion of its existing transportation businesses and funds received would be used to accelerate progress toward that goal.

Purchase of White by Daimler-Benz would not surprise truck-industry observers.

The Daimler-Benz agreement with Consolidated Freightways added fuel to that speculation for, as recently as January, it was announced that Consolidated itself had made "a firm proposal" to acquire White.

Mercedes-Benz now assembles medium-duty trucks in Hampton, Va.

breaking news

Chrysler accelerates FWD shift for '82

DETROIT. — Chrysler Corp. station wagons will all be front-wheel drive in '82. The company will drop its rear-wheel-drive LeBaron and Diplomat wagons and two-door versions of those cars. Only four-door LeBarons and Diplomats will be offered in '82. Chrysler, however, will have a new premium line of front-drive Super K two-door and four-door models this fall, with a new Super K wagon, like the LeBaron Town and Country, due after January, 1982, along with a new convertible version of the Super K.

J-cars may be scarce for intro

DETROIT.—A General Motors spokesman hedged on responding to reports that GM will experience some delay on start-up of production for its J-cars. He said the company "may" yet hit its mid-March start-up date. But advertising for the public intro date of May 14 is still set to go. If GM misses on the start-up, it may simply mean fewer cars in dealers' hands by public intro day.

FDA organizes Charlotte chapter

CHARLOTTE, N. C.—A Ford Dealers Alliance organizational meeting March 4 of a dozen key dealers voted to form a Charlotte chapter. The dealers elected George Purvis, La-

See BREAKING NEWS, Page 35, Col. 1

Initial shipment to U. S. leaves Belfast March 20

First DeLoreans roll off Irish assembly line

By Edward Lapham
Financial Editor

DUNMURRY, Northern Ireland.—The DeLorean sports car is in production.

After eight years of planning, $200 million in financing plus record levels of promotion, hype, skepticism and controversy, the stainless steel sports car with gullwing doors is actually coming off the assembly line here at the rate of 12 a day, with the first shipment to the U.S. scheduled to leave Belfast harbor by March 20.

John Z. DeLorean, DeLorean Motor Co. chairman, and his colleagues are so confident of the car's success when it goes on sale in the U. S. in late April, they plan to make a general public stock offering in the U. S. in order to finance the next project, a four- or five-seat version of the car.

They are, however, very mindful of the conditions: Poor quality, less than perfect fit and finish or a safety recall could mean marketplace failure, which in turn would likely cause the collapse of the company.

There seem to be no such problems.

An AUTOMOTIVE NEWS reporter who toured and inspected the plant 10 days ago found some seemingly minor obvious start-up problems, but nothing major or unsolvable.

Donald H. Lander, president and managing director of the subsidiary DeLorean Motor Cars, Ltd., which is building the cars, said the early production difficulties were nothing more than ordinary startup problems.

"The major problems have all been solved or sorted or identified," Lander said. "This is a quality product."

His claim was chorused by all of the top management, which insisted the workforce itself is committed to producing a "quality" product.

"We're getting a helluva response and cooperation from the people," DMC President Eugene Cafiero said.

"Just go out and mention the Japanese to these people. They'll say, 'Godammit, we're going to demonstrate that Irish Ulstermen can build a car better than the Japanese'."

The startup problems in the plant did seem rather normal, and in large part, due to the adaptation of a basically low-volume Lotus production system into something more like mass production.

"We did have a very serious problem in translating their mentality into the higher production processes that we use," DeLorean said. "Our guys have probably spent more time on that one aspect than on anything else," he said.

DeLorean and Cafiero said the company "is still making product refinements" to get up to 80 (cars) a day, the rate they want to reach by "late May or early June," according to George

Continued on Page 32, Col. 1

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Domestic-only total is lowest since 1961

1980 registrations decline 15 pct.

By Richard A. Wright
Assistant Managing Editor

New-car registrations in 1980 were down more than 15 percent from 1979 and were the lowest since 1975, but that doesn't begin to give a picture of the severe plight of the domestic auto industry.

Domestic - only registrations were the lowest since 1961, while registrations of new imported cars were the highest in history.

New-car registrations in the U. S. during 1980 totaled 8,760,937, according to figures compiled by R. L. Polk & Co., down 15.41 percent from 10,356,695 in 1979.

The 1980 total included a record 2,469,180 imported cars, which exceeded the previous record of 2,351,053 in 1979 by 5.02 percent.

The domestic total, however, of 6,291,757 was the lowest since 1961, when domestic registrations totaled 5,476,125.

Because of Federal Government policies designed to encourage industrial growth, introduction of the '62 models in late 1961 touched off the longest boom in automobile history which lasted through the '60s and, with a few relatively small dips and temporary rough spots, came to an apparent end only last year.

Table on Page 29.

• New-car registrations in December totaled 710,821, down 14.97 percent from 836,013 a year earlier. It was the lowest total since 1975, when 820,873 new cars were registered. Record for December is 989,114, set in 1972.

Only one corporate maker—American Motors—and two car divisions, Buick and Chevrolet, managed to increase their share of the much smaller market in 1980 compared with 1979.

AMC accounted for 1.72 percent of 1980 registrations, up from 1.52 percent in 1979. But the other makers were all down in market share, with imports gaining at all their expense.

Imports accounted for 28.18 percent of the 1980 registrations, up 5.48 percentage points from its 1979 penetration.

Biggest loser was Ford Motor Co., which saw its share of the market drop 3.78 points to 16.51 percent. Chrysler Corp. was down 1.88 points to 7.14 percent, while General Motors was off a miniscule 0.01 of a point to 46.41 percent. Miscellaneous domestic nameplates accounted for 0.04 percent of the total, down 0.01 of a point.

Excluding imports, domestic-only registrations in 1980 were divided this way: GM, 64.62 percent; Ford Motor Co., 22.98 percent; Chrysler Corp., 9.94 percent; AMC, 2.40 percent, and miscellaneous, 0.06 percent.

A year earlier, domestic - only registrations were divided as follows: GM, 60.06 percent; Ford Motor Co., 26.25 percent; Chrysler Corp., 11.67 percent; AMC, 1.96 percent, and miscellaneous, 0.06 percent.

• By size segments, subcompacts and compacts increased their market shares in 1980 compared with 1979, but not by as much as the imports. Subcompacts accounted for 13.37 percent of 1980 registrations, up 2.05 points and subcompacts gained 1.12 points to 21.12 percent.

Standards lost the most, dropping 4.11 points to 11.20 percent of registrations, while intermediates fell 2.63 percent to 21.54 percent and the luxury segment dipped 0.93 of a point to 4.59 percent.

The top 20 domestic nameplates in registrations for 1980 were:

1—Chevrolet Citation	370,605
2—Chevrolet Chevette	369,180
3—Ford Fairmont	277,421
4—Chevrolet Malibu	262,605
5—Olds Cutlass Supreme	258,134
6—Standard Chevrolet	257,948
7—Ford Mustang	222,549
8—Standard Oldsmobile	217,407
9—Olds Cutlass	203,095
10—Buick Regal	195,624
11—Buick Skylark	174,150
12—Chevrolet Monte Carlo	163,097
13—Chevrolet Monza	148,867
14—Standard Buick	148,257
15—Ford Pinto	144,245
16—Buick Century	141,559
17—Standard Ford	140,610
18—Pontiac Sunbird	129,312
19—Ford Thunderbird	128,903
20—Plymouth Horizon	128,225

• In December, Chrysler Corp. pushed its market share up 1.95 points compared with the year-earlier month to 8.95 percent of registration. All other U. S. makers were down.

Ford Motor Co. accounted for 17.32 percent of December registrations, off 3.70 points, while General Motors was down 0.81 points to 45.59 percent and AMC dipped 0.22 of a point to 1.70 percent. Miscellaneous makes accounted for 0.03 percent, down 0.02 of a point.

Imports accounted for 26.41 percent of December registrations, up 2.60 points from a year earlier.

Excluding imports, domestic-only registrations in December were divided this way: GM, 61.95 percent; Ford Motor Co., 23.53 percent; Chrysler Corp., 12.17 percent; AMC, 2.31 percent, and miscellaneous, 0.04 percent.

A year earlier, domestic-only registrations in December were divided as follows: GM, 60.64 percent; Ford Motor Co., 27.58 percent; Chrysler Corp., 9.20 percent; AMC, 2.51 percent, and miscellaneous, 0.06 percent.

• By size segments, subcompacts gained more in market share in December compared with a year earlier than did imports, the first time that has happened. Subcompacts were up 3.66 points to 13.79 percent, while imports gained 2.60 points to 26.41 percent. Compacts also gained, up 0.34 of a point to 21.94 percent.

Standards dropped 3.23 points to 11.01 percent, while intermediates were off 1.48 points to 21.69 percent and luxury units dipped 1.19 points to 5.16 percent.

Chrysler Corp.'s K-cars, Dodge Aries and Plymouth Reliant, broke into the top 20 nameplates for the first time in December, while Ford Escort jumped from 11th place to fourth, quickly establishing itself as Ford's top-selling line.

The top 20 domestic nameplates in registrations during December were:

1—Chevrolet Citation	28,585
2—Chevrolet Chevette	24,793
3—Chevrolet Malibu	22,911
4—Ford Escort	20,944
5—Ford Fairmont	20,530
6—Standard Oldsmobile	20,251
7—Olds Cutlass Supreme	20,125
8—Standard Chevrolet	19,752
9—Olds Cutlass	16,577
10—Buick Regal	16,450
11—Buick Skylark	15,422
12—Chevrolet Monte Carlo	14,299
13—Ford Mustang	13,498
14—Plymouth Reliant	13,488
15—Standard Buick	11,989
16—Buick Century	11,471
17—Cadillac	11,064
18—Pontiac Grand Prix	10,719
19—Dodge Aries	10,255
20—Standard Ford	9,842

TOP CARS

U. S. new-car registrations for the full year of 1980. Registrations not available for Oklahoma.

1980 Pos.	Make		1979 Pos.
1—	1,725,874	Chevrolet	2,106,404—1
2—	1,046,887	Ford	1,475,178—2
3—	807,000	Oldsmobile	931,836—3
4—	707,544	Buick	687,182—5
5—	612,794	Pontiac	774,525—4
6—	560,090	Toyota	467,255—7
7—	506,075	Datsun	444,531—8
8—	351,342	Honda	338,726—10
9—	326,361	Mercury	498,326—6
10—	255,232	VW	287,527—13
11—	250,556	Dodge	367,387—9
12—	236,522	Plymouth	323,225—11
13—	212,557	Cadillac	307,897—12
14—	159,788	Mazda	147,489—16
15—	150,878	AMC	156,926—15
16—	138,385	Chrysler	243,842—14
17—	125,887	Subaru	98,200—18
18—	72,740	Lincoln	128,262—17
19—	67,929	Fiesta	76,919—19
20—	54,741	Arrow	.....
21—	54,484	Volvo	53,847—22
22—	51,538	Mercedes	.....
.....		Colt	60,656—20
.....		Fiat	57,627—21
	282,074	Other Imports	318,276
	3,659	Misc. Dom.	4,652
		Total All Makes	
	8,760,937		10,356,695

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
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Porsche holds 924 price; Turbo model up $625

TROY, Mich. — Porsche-Audi Division of Volkswagen of America has held the line on the price of its 924 coupe for 1981 and has raised the price of the 924 Turbo coupe $625. The regular 924 remains at $16,770, and the Turbo is $21,500.

The regular 924 has an improved ignition system and halogen headlights for 1981. Horsepower of the Turbo has been increased 11 to 154. Four-wheel power disk brakes, air conditioning, power windows and electronic ignition are standard equipment on the 924 Turbo.

Bandit brings 'em in

Letsch Pontiac-Buick, Inc., Covington, La., outfitted itself for a special Smokey and the Bandit promotion, complete with six black Special Edition Trans Ams for sale and a 1977 Pontiac LeMans former police car. Burt Reynolds posters stared out from the showroom on the deroofed and doorless LeMans, while Trans Am Bandit racing jackets went with each car purchase.

'Good' fourth-quarter results fail to 'rescue' Chrysler

By Edward Lapham
Financial Editor

Chrysler Corp. reported a net loss of $1.71 billion ($26.00 a share) for 1980, thereby setting a new U. S. industrial record, despite a fourth - quarter performance that was not as bad as some analysts had forecast.

In the October-December period the company incurred a net loss of $235 million ($3.61 a share) on sales of $2.8 billion. The preceding year, the company lost $376 million ($5.77 a share) on sales of $3.1 billion.

For the year, the $1.71 billion net loss on sales of $9.2 billion compared with a 1979 net loss of $1.1 billion ($17.18 a share) on sales of $12.0 billion. The 1980 loss also topped the previous record for a U. S. industrial concern set just days earlier when Ford Motor Co. announced a $1.5 billion net loss.

Chrysler Chairman Lee Iacocca said the company showed a profit in October but that in November and December "high prime interest rates, a 13.5 percent inflation rate and consumer confidence index dip of 12 points devastated the U. S. car market."

He said the operating loss of $157 million in the fourth quarter, although "substantial," was evidence of the "progress the company has made in reducing costs and improving efficiency, even in this depressed market."

• Chrysler listed depreciation of plant and equipment at $261.5 million for 1980 compared with $180.6 million in 1979 and $154.0 million in 1978. The company said amortization of special tools was $305.8 million in 1980 compared with $220.0 million in 1979 and $198.2 million in 1978.

The auto maker said retained net earnings at year's end equaled a negative $1.2 billion compared with $496.3 million one year earlier and $1.6 billion at Dec. 31, 1978, as a result of the back-to-back billion-dollar-plus losses.

However, Chrysler's report showed that the 1980 decrease in working capital was just $57.2 million despite the losses because of the $1.2 billion in federally guaranteed loans and other related financial restructurings during the year.

In 1979, working capital decreased $1.2 billion. In 1978 working capital increased $13.1 million.

Chrysler's balance sheet, which should show a marked improvement at the end of the first quarter this year because of additional debt restructuring, deteriorated further in 1980.

Long-term debt increased to $2.48 billion in the year compared with $976.7 million one year earlier.

The current ratio (current assets as a percent of current liabilities) went from a slightly illiquid 96.6 percent to a more illiquid 94.5 percent.

Despite the dire financial situation of the company, Iacocca said the auto maker's current operating plan "is designed to restore Chrysler to profitability with a 9.1 percent share of a U. S. car market of 9.6 million cars and a 9.0 percent share of a U. S. market of 2.5 million trucks."

NEW-CAR MARKET SHARES IN U. S.

	DECEMBER					FULL YEAR				
	Regis., Dec., 1980	Percent Share of Market	Regis., Dec., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79	Regis., 12 mos., 1980	Percent Share of Market	Regis., 12 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Chevrolet	129,525	18.22	164,852	19.72	— 1.50	1,725,874	19.70	2,106,404	20.34	— 0.64
Ford	85,188	11.99	125,657	15.03	— 3.04	1,046,887	11.95	1,475,178	14.24	— 2.29
Oldsmobile	67,631	9.52	74,123	8.87	+ 0.65	807,000	9.21	931,846	9.00	+ 0.21
Buick	59,555	8.38	60,065	7.18	+ 1.20	707,544	8.08	687,182	6.63	+ 1.45
Mercury	31,409	4.42	37,992	4.55	— 0.13	326,361	3.73	498,326	4.81	— 1.08
Plymouth	25,784	3.63	19,844	2.37	+ 1.26	236,522	2.70	323,225	3.12	— 0.42
Dodge	25,745	3.62	22,824	2.73	+ 0.89	250,556	2.86	367,387	3.55	— 0.69
Cadillac	19,063	2.68	29,199	3.49	— 0.81	212,557	2.43	307,897	2.97	— 0.54
Chrysler	12,109	1.70	15,906	1.90	— 0.20	138,385	1.58	243,842	2.35	— 0.77
AMC	12,102	1.70	16,011	1.92	— 0.22	150,878	1.72	156,926	1.52	+ 0.20
Lincoln	6,477	0.91	12,064	1.44	— 0.53	72,740	0.83	128,262	1.24	— 0.41
GENERAL MOTORS	324,048	45.59	386,279	46.20	— 0.61	4,065,769	46.41	4,807,844	46.42	— 0.01
FORD MOTOR CO.	123,074	17.32	175,713	21.02	— 3.70	1,445,988	16.51	2,101,766	20.29	— 3.78
CHRYSLER CORP.	63,638	8.95	58,574	7.00	+ 1.95	625,463	7.14	934,454	9.02	— 1.88
AMERICAN MOTORS	12,102	1.70	16,011	1.92	— 0.22	150,878	1.72	156,926	1.52	+ 0.20
IMPORTS	187,745	26.41	199,026	23.81	+ 2.60	2,469,180	28.18	2,351,053	22.70	+ 5.48
MISCELLANEOUS	214	0.03	410	0.05	— 0.02	3,659	0.04	4,652	0.05	— 0.01
TOTAL	710,821		836,013			8,760,937		10,356,695		

Automotive News analysis of new-car registrations based on R. L. Polk statistical report. Registrations not available for Oklahoma.

factories list auction dates

American Motors

March 10—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

March 11—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

March 12—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.; Todd Auto Auction, Rte. 309, Telford, Pa.

March 13—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

March 17—Ohio Auto Auction, Grove City, O.

March 18—Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.; Southern Auto Sales, S. Main St., Warehouse Point, Conn.; Dallas Auto Auction, 4226 E. Main, Dallas.

March 20—Concord Auto Auction, Hosmer St., Acton, Mass.

March 24—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

March 25—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

March 26—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.; Todd Auto Auction, Rte. 309, Telford, Pa.

March 27—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

AMC sales are open to all dealers.

KarCrest T-Car exhausts the imagination

KarCrest Co., Norcross, Ga., unveiled its new T-Car: A seven-foot model built entirely of exhaust pipes. The car was designed and assembled by KarCrest employes and required 370 feet of tubing, 19 exhaust flanges and 420 welds. Its purpose was to demonstrate the company's automotive exhaust components.

Ford Motor Co.

March 10—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

March 11—Salt Lake Auto Auction, 460 Orange St., Salt Lake City; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.

March 12—Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.; 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

March 17—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

March 18—Concord Auto Auction, Hosmer St., Acton, Mass.; Dallas Auto Auction, 4226 E. Main, Dallas; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

March 19—Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

March 24—Harrisonburg Auto Auction, I-81, Exit 52, Harrisonburg, Va.

March 25—Northway Exchange, Rte. 146, Clifton Park, N.Y.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.

March 31—South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

Model breakdown
Auction Averages

	March To Date	February	January
1981	$9,893	$7,138	$7,757
1980	5,248	5,704	5,667
1979	4,912	4,773	4,726
1978	3,827	3,705	3,585
1977	3,100	2,997	3,125
1976	2,313	2,265	2,092
1975	1,627	1,663	1,541
1974	1,481	1,205	1,280
Overall Average	$4,218	$4,076	$3,981

Used car sales
Auction Averages

March to date	$4,218
Month ago	$4,099
Year ago	$3,194

Harrington appointed

DETROIT. — Bruce W. Harrington has been named assistant director of purchases for Cadillac. He succeeds William Hoogstra, who retired after 41 years with the division. Harrington formerly was with Chevrolet in purchasing.

used-car auction directory

Display Rates: $53.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 line, $13.50; 13-times, $11.50, 26-times, $10.00, 52-times, $9.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9529. Closing: 10 days in advance.

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Peugeot faces dwindling market with excess capacity

Behind Talbot closing in Scotland

By Richard Feast
European Editor

LONDON. — No amount of money could persuade Peugeot SA to keep open its Talbot car plant at Linwood, Scotland.

With excess capacity at its Poissy factory in France and with a dwindling share of the European market the announcement of the closure was only a matter of timing.

Jean-Paul Parayre, president of PSA, held secret talks with British government officials under Industry Secretary Sir Keith Joseph Feb. 9. No word of the one-hour discussions leaked until Peugeot's announcement in Paris two days later.

The British Government had offered plenty in the way of financial inducements (thought to be up to $95 million) for Peugeot to produce its small front-drive replacement for the 104—code-numbered C15 — at Linwood.

But Talbot UK Managing Director George Turnbull said, "If the government gave us as much as 100 percent (towards the cost of keeping the plant open) Linwood would still not make a profit."

Talbot UK lost $44 million in the first half of 1980. The French operation lost $90 million, and the group as a whole is believed to be bracing itself for losses of up to $450 million for the whole year.

• Closure means the loss of 4,800 jobs, and leaves Talbot's assembly in the UK concentrated around Coventry. It will have a ripple effect throughout Talbot (workforce 16,000) and industry as a whole.

Ryton, Coventry, assembles Alpine hatchbacks and Solara sedans from French kits. The Linwood models, the geriatric Avenger and slightly more modern Sunbeam, will be finished by the middle of the year.

Deletion of the Sunbeam model will also affect Lotus, which supplies engines for some high performance models. Lotus's contract for development of the DeLorean sports car has now been completed as well.

Linwood opened in 1963 after Rootes, the original name for what is now Talbot, was persuaded by the government to open a factory in a depressed area away from the Midlands. The same policy resulted in Ford opening at Halewood and Vauxhall at Ellesmere Port in what is now known as Merseyside.

Linwood was geared to produce up to 145,000 Hillman Imps each year. It never hit targets. Last year it made 54,000 Avengers and Sunbeams—nowhere near enough to make the plant viable.

Chrysler, which took full control of Rootes in 1969, never made a go of Linwood either. Despite sizeable financial inducements from the UK Government, Chrysler sold out to the Peugeot-Citroen group in 1978.

Peugeot was offered money to stay, but eventually decided to do what Chrysler was reluctant to a few years earlier: Close the troubles me Scottish factory and keep Coventry for assembly of imported parts.

At the same time, it has ended with what was probably the most valuable asset when it took over Chrysler's European interests — an extensive dealer network.

Talbot trims time at Poissy plant

PARIS.—Eliminating the night shift at Talbot's Poissy plant is being studied by Peugeot as a means of finding a more durable solution than the short work weeks exercised up to now.

The Poissy plant has a work force of 21,000. The schedule announced for March has cut back the monthly work time from 173 hours to 93, which is practically equivalent to doing away with one shift.

Two for Peugeot

LYNDHURST, N. J.—Peugeot has added two dealers. They are Art Mele Buick, Inc., Yuba City, Calif., headed by Arthur J. Mele, and Autohaus, Inc., Thiensville, Wis., headed by Gerhard Krause.

Historic gift

Don Reid, left, president, Don Reid Ford, Orlando, Fla., presented a dozen sets of famous Presidential speeches on cassette tapes to each of the school boards of Orange and Seminole Counties. Accepting the educational gift is J. Donald Shaw, Orange County deputy superintendent of instruction.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report
DECEMBER '80 VS. DECEMBER '79

	1980 DEC.	1980 YR.	1979 DEC.	1979 YR.
AMX Spirit/AMX	2,899	50,257	4,886	53,479
Concord	3,366	49,964	4,668	66,379
Concord Station Wagon	1,332	15,549	1,382	16,852
Eagle 4 WD	1,000	12,548	1,943	4,405
Eagle Station Wagon	1,629	16,224	2,612	6,759
Eagle SX4 4 WD	1,821	4,013		
Pacer	10	702	141	2,656
Pacer Station Wagon	45	1,621	379	5,912
Matador				348
Matador Station Wagon				136
Total American Motors Corp.	12,102	150,878	16,011	156,926
Chrysler LeBaron	4,660	55,045	5,489	85,389
LeBaron Station Wagon	956	8,661	941	14,792
Cordoba	3,417	43,817	5,644	59,851
Newport	988	12,803	1,640	51,134
New Yorker	1,360	16,449	2,192	32,676
Imperial	728	1,610		
Total	12,109	138,385	15,906	243,842
Plymouth Horizon	9,365	128,225	9,515	143,477
Voyager			627	9,950
Reliant	9,661	17,454		
Reliant Station Wagon	3,827	6,301		
Volare	2,029	58,873	7,195	125,972
Volare Station Wagon	517	14,044	2,140	40,048
Fury				3,047
Fury Station Wagon				138
Gran Fury	385	11,625	367	593
Total	25,784	236,522	19,844	323,225
Dodge Omni	7,814	103,425	8,084	121,640
Aries	7,365	12,896		
Aries Station Wagon	2,890	4,693		
Aspen	1,746	45,648	5,319	86,289
Aspen Station Wagon	486	10,754	1,593	31,106
Sportsman			1,809	29,592
Monaco				2,898
Monaco Station Wagon				108
Diplomat	2,322	26,630	2,291	39,082
Diplomat Station Wagon	482	4,531	438	6,770
Magnum XE/Mirada	1,951	26,402	2,208	23,541
St. Regis	689	15,577	1,082	26,361
Total	25,745	250,556	22,824	367,387
Total Chrysler Corp.	63,638	625,463	58,574	934,454
Escort	13,258	28,531		
Escort Station Wagon	7,686	16,843		
Pinto	3,544	112,112	10,329	132,849
Pinto Station Wagon	1,258	32,133	3,232	50,697
Fairmont	16,000	206,322	29,083	251,617
Fairmont Station Wagon	4,530	71,099	7,041	81,839
Granada	8,113	84,585	10,530	141,375
Club Wagon			2,925	38,275
LTD II	45	3,200	1,537	28,400
LTD	4,675	87,090	13,214	195,311
LTD Crown Victoria	3,499	29,085	1,405	1,584
Ford Station Wagon	1,668	24,435	3,880	47,471
Mustang	13,498	222,549	22,807	295,511
Thunderbird	7,414	128,903	19,674	210,249
Total	85,186	1,046,887	125,657	1,475,178
Lincoln Continental	2,940	31,267	4,582	60,126
Continental Mark	3,447	36,901	6,614	54,597
Versailles	90	4,572	868	13,539
Total	6,477	72,740	12,064	128,262
Mercury Lynx	4,588	9,107		
Lynx Station Wagon	2,319	4,219		
Bobcat	839	23,022	2,321	34,680
Bobcat Station Wagon	196	4,839	525	8,417
Zephyr	6,361	65,614	6,585	77,531
Zephyr Station Wagon	1,442	18,683	1,439	18,256
Monarch/'81 Cougar	3,254	30,439	4,290	54,558
Marquis	757	13,570	1,871	28,081
Marquis Brougham	1,107	12,536	1,713	23,486
Grand Marquis	1,938	19,124	2,075	28,022
Marquis Station Wagon	686	7,260	944	13,153
XR7	3,347	54,974	9,380	122,808
Capri	4,575	62,974	6,849	88,734
Total	31,409	326,361	37,992	498,326
Lincoln-Mercury Division	37,886	399,101	50,056	626,588
Total Ford Motor Co.	123,074	1,445,988	175,713	2,101,766
Buick Skyhawk	61	5,856	1,015	18,246
Skylark	15,422	174,150	12,466	104,458
Century	10,310	124,998	6,740	31,948
Regal	16,450	195,624	17,222	244,481
Century Station Wagon	1,161	16,561	1,671	25,456
LeSabre	2,063	30,035	2,111	28,025
LeSabre Limited	3,900	49,260	6,322	85,929
Electra 225	5,263	59,722	7,274	84,353
Buick Station Wagon	763	9,240	878	14,699
Riviera	4,162	42,098	4,386	49,587
Total	59,555	707,544	60,065	687,182
Cadillac deVille	7,993	97,496	14,921	167,084
Fleetwood & Chassis	3,071	28,649	3,822	35,597
Eldorado	4,859	51,065	5,109	61,000
Seville	3,140	35,347	5,347	44,216
Total	19,063	212,557	29,199	307,897
Chevrolet Chevette	24,793	369,180	28,410	363,644
Camaro	7,470	117,164	12,720	203,904
Monza	9,659	148,495	8,983	125,270
Monza Station Wagon	8	372	191	13,803
Citation	28,585	370,605	31,496	291,615
Sportvan			2,102	30,431
Malibu	17,112	200,790	18,926	243,892
Malibu Station Wagon	4,899	61,815	6,610	93,272
Monte Carlo	14,299	163,097	18,237	265,110
Impala	5,948	84,601	10,678	155,966
Caprice	9,615	118,407	15,983	189,200
Chevrolet Station Wagon	4,189	54,940	7,160	90,133
Corvette	2,948	36,408	3,356	40,164
Total	129,525	1,725,874	164,852	2,106,404
Oldsmobile Starfire	52	5,614	1,113	18,191
Omega	7,331	86,504	5,337	46,495
Cutlass Salon	13,989	172,087	11,911	61,579
Cutlass Supreme/Calais	20,125	258,134	24,812	403,397
Cutlass Station Wagon	2,568	31,008	3,015	45,681
Delta 88	1,340	19,369	2,142	31,817
Delta 88 Royale	9,780	111,107	11,793	161,857
98	7,627	70,398	8,036	90,304
Oldsmobile Station Wagon	1,504	16,533	2,150	27,061
Toronado	3,295	36,246	3,814	45,354
Total	67,631	807,000	74,123	931,836
Pontiac Sunbird	9,658	129,245	5,833	84,307
Sunbird Station Wagon	1	67	22	2,542
Phoenix	8,345	99,542	7,585	74,560
LeMans	4,745	54,307	5,704	77,153
LeMans Station Wagon	1,851	24,115	3,045	38,148
Catalina	939	13,331	1,796	24,952
Bonneville	3,575	47,394	5,721	83,695
Bonneville Brougham	2,917	32,479	4,028	39,561
Pontiac Station Wagon	851	11,257	1,622	22,537
Grand Prix	10,719	117,225	12,827	177,022
Firebird	4,673	83,832	9,857	150,048
Total	48,274	612,794	58,040	774,525
Total General Motors	324,048	4,065,769	386,279	4,807,844
(Checker)	187	3,346	359	4,255
Miscellaneous Domestic Total	214	3,659	410	4,652
Domestic Station Wagon Total	49,764	487,797	60,373	824,034
Domestic Grand Total	523,076	6,291,757	636,987	8,005,642
Import Total	187,745	2,469,180	199,026	2,351,053
Grand Total All Registrations	710,821	8,760,937	836,013	10,356,695

Registrations not available for Oklahoma, delayed for Kentucky.

Imports set record; domestics strong in last period

New-car sales drop in February

Continued from Page 3

percent from 1,616,170 last year. Domestic year-to-date sales stood at 1,013,425, down 14.04 percent from 1,178,996. Import sales for the first two months of 1981 numbered 398,435, which was 8.86 percent lower than 437,174 a year ago.

The sparkling third-period performance by the domestic auto makers brought their earlier depression-level sales to a more respectable standing for the month. Chrysler reported a healthy 10.12-percent gain, to 63,225 from 57,413 last year. AMC sales were stable, up 1.44 percent to 12,743 from 12,562. Volkswagen of America sold 15,496 U. S.-built Rabbits, up 0.45 percent from 15,426.

GM sales for the month fell 10.99 percent, to 330,957 from 371,833 in 1980, and Ford reported a sales decline of 9.59 percent, to 121,172 from 134,024.

GM's share of the February domestic market was 60.88 percent, down from 62.89 percent. Ford earned 22.29 percent compared with 22.67 percent in 1980. Chrysler sales accounted for 11.63 percent, up from 9.71 percent. AMC earned 2.35 percent, up from 2.12 percent, and VWoA had 2.85 percent, up from 2.61 percent.

AMC and VW were joined by Plymouth, Dodge and Lincoln as new-car makes with sales increases in February. Plymouth sales were up 28.34 percent over last year, Dodge was up 13.25 percent and Lincoln climbed 7.08 percent.

Chrysler sales dropped 31.98 percent from a year ago, Ford was down 12.23 percent, Mercury was down 4.11 percent, Buick was down 4.89 percent, Cadillac was down 12.64 percent, Chevrolet was down 15.47 percent, Oldsmobile was down 5.47 percent and Pontiac was down 11.17 percent.

Daily selling rate for the domestic auto makers averaged 22,650 for the month, with 24 selling days. It was down 4.23 percent from the year-ago average of 23,650 based on 25 days.

Top-selling U. S. nameplates for the month lined up behind Chevrolet Corvette, which had any-month record sales of 47,213. Chevrolet Citation was second at 29,608, followed by Ford Escort, 29,256, Oldsmobile Cutlass Supreme, 24,202, and Buick Skylark, 18,943.

In the domestic market, 26.13 percent of February sales were subcompacts, 28.70 percent were compacts, 27.27 percent were intermediates, 12.09 percent were full-size models and 5.81 percent were luxury cars.

Of the total market, 18.59 percent were U. S. subcompacts, 20.43 percent were compacts, 19.41 percent were intermediates, 8.61 percent were standards, 4.14 percent were luxury models and 28.82 percent were imports.

Third-period sales included 152,430 for GM, 45,510 for Ford, 28,690 for Chrysler, 6,679 for VWoA and an estimated 4,700 for AMC. GM earned 64.04 percent of the market, Ford had 19.12 percent, Chrysler cornered 12.05 percent, VWoA had 2.81 percent and AMC earned 1.98 percent.

Hand-made Porsche replicas roll from N. Carolina point

HICKORY, N. C. — Carrera Motorsport, Inc., a firm formed last November in Cleveland County near here to build hand-made reproductions of Porsches, has produced and sold eight of the special-order cars, and 20 more are on order.

Its president, Tim Herman, said prices which range up to $38,950 for a Porsche Spyder are not scaring away potential customers.

"We're about three months behind in our work," he said. "We've been in this building for only two months and already we've outgrown it."

The firm is working in a 11,000-square-foot factory, and he foresees expansion in the near future. He says it already needs another 20,000 feet of space.

Herman, 31, resigned as a bank vice president to take up racing and car-building full time. It was a profitable move, he said. His partner is Wilhelm Cashen, 28. Both are old hands at building and racing sports cars.

For seven years Herman has been restoring and racing Porsches. Cashen was with Mercedes-Benz in Indiana and designed his own cars before coming to North Carolina.

Nine employes do all the hand work on the cars made here except the fiberglass body work, which is contracted out to a Moorseville (N. C.) body shop.

Engines and parts come out of the company's collection of Porsche engines. Each engine is valued at about $10,000, Herman said.

"We are qualified as a manufacturer, so we don't have to meet all EPA or DOT standards," he said. "But even if we did I don't believe we would have any problems. The only thing we were worried about at all was California emission standards, which are tough and hard to figure out. But our engine is so clean and efficient that the emissions hardly registered."

Most of Carrera's sales have been to Californians.

The company plans to begin turning out reproductions of the classic Porsche 904 with price tags of about $40,000. There are also plans to begin manufacturing one-of-a-kind specialty cars "for people who have enough money and want a car of their very own."

Herman said he and Cashen have been preparing two Porsches to drive in March in a vintage-car race in Sebring, Fla.

U. S. CAR SALES BY MARKETING UNITS

	Feb., 1981	Feb., 1980	Year-to-Date 1981	Year-to-Date 1980
Chevrolet	139,323	164,825	253,578	328,818
Ford	92,068	104,308	167,457	193,332
Oldsmobile	68,140	72,084	136,042	147,398
Buick	59,505	62,565	110,953	122,697
Toyota	57,985	59,517	105,106	115,551
Pontiac	46,845	52,735	89,865	111,507
Datsun	41,372	44,785	74,475	91,848
Plymouth	36,874	30,481	64,015	58,188
Honda	35,202	30,531	67,436	61,106
Dodge	34,546	31,517	61,393	61,759
Mercury	30,167	31,459	52,703	60,806
VW of America	26,375	28,321	48,195	53,164
Mazda	18,287	12,497	31,155	26,042
Cadillac	17,144	19,624	33,738	42,261
AMC-Renault	14,913	14,667	28,401	27,957
Subaru	12,018	12,497	23,331	26,042
Chrysler	8,669	12,200	17,695	25,212
Lincoln	5,416	5,058	9,382	12,822
Volvo	4,945	4,672	11,234	10,758
Mercedes-Benz	4,838	4,903	8,935	9,560
BMW	2,881	3,602	5,271	6,535
Fiat	2,579	3,506	4,537	6,289
Jaguar-Rover-Triumph	1,235	1,866	2,502	3,526
Saab	1,125	1,284	2,188	2,401
Peugeot	1,115	1,224	2,121	2,284
Alfa Romeo	97	238	152	397
TOTAL	763,664	810,956	1,411,860	1,616,170

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Arrow, Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia.

IMPORTED CAR SALES

	Feb., 1981	Feb., 1980	Jan. 1-Feb. 28, '81	Jan. 1-Feb. 28, '80
Alfa Romeo	97	238	152	397
Audi	3,416	3,996	5,536	7,441
BMW	2,881	3,602	5,271	6,535
Challenger	1,755	1,388	2,702	2,617
Arrow/Champ	6,609	7,226	9,523	14,412
Colt	6,743	7,129	9,522	14,362
Datsun	41,372	44,785	74,475	91,848
Fiat	2,488	3,283	4,362	5,936
Fiesta	6,479	6,791	10,401	13,846
Honda	35,202	30,531	67,436	61,106
Jaguar	267	259	551	537
Lancia	91	223	175	353
Mazda	18,287	12,497	31,155	26,042
Mercedes-Benz	4,838	4,903	8,935	9,560
MG	333	187	632	1,516
Peugeot	1,115	1,224	2,121	2,284
Porsche	833	1,068	1,539	2,129
Renault	2,170	2,105	4,939	3,491
Rover	57	.....	138	.....
Saab	1,125	1,284	2,188	2,401
Sapporo	1,757	1,042	2,679	2,000
Subaru	12,018	12,497	23,331	26,042
Toyota	57,985	59,517	105,106	115,551
Triumph	578	790	1,181	1,473
Volkswagen	6,630	7,831	12,151	14,537
Volvo	4,945	4,672	11,234	10,758
TOTAL	220,071	219,698	398,435	437,174

Chevette sales set records for 10 days, month

DETROIT.—Dealer deliveries of Chevettes set 10-day and monthly records in February, according to Robert D. Lund, Chevrolet general manager.

"Customers purchased 26,225 Chevettes in the Feb. 21-28 period, topping the previous record of 19,593 delivered in the last 10 days of January, 1980," Lund said.

"For the month, Chevrolet dealers sold 47,213 Chevettes, exceeding the previous high of 44,442 set in March, 1980," he said.

General Motors cut the sticker price of all Chevettes by $100 in January. Chevette also is included in the GM customer rebate program which began Feb. 18. The Chevette rebate is $500 with GM paying $300 and the dealer paying $200.

DOMESTIC CAR SALES

	Feb. 21 to Feb. 28, 1981	Same Period, 1980	February, 1981	Same Month, 1980	Jan. 1 to Feb. 28, 1981	Same Period, 1980
Spirit	.....	.....	3,808	4,832	6,811	9,121
Concord	.....	.....	4,599	4,729	8,340	8,921
Pacer	.....	.....	20	274	39	648
Eagle	.....	.....	4,316	2,727	8,272	5,776
AMERICAN MOTORS*	4,700†	4,500†	12,743	12,562	23,462	24,466
Horizon	3,979	2,569	8,479	7,147	14,751	14,125
TC3	2,097	2,441	4,294	6,477	7,033	12,036
Reliant	5,839	.....	13,253	.....	25,419	.....
Volare	729	3,027	1,659	7,420	3,408	13,948
Plymouth	387	708	823	1,169	1,202	6,667
Total Plymouth	13,031	8,745	28,508	22,213	51,813	41,776
LeBaron	1,771	2,275	3,927	5,762	8,001	10,646
Cordoba	1,315	1,116	2,832	3,169	5,760	8,240
Chrysler	641	1,266	1,540	3,269	3,226	6,326
Total Chrysler	3,727	4,657	8,299	12,200	16,987	25,212
Total Imperial	224	.....	370	.....	708	.....
Omni	2,803	2,180	6,083	5,896	11,059	11,526
024	1,815	2,028	3,648	5,358	6,116	9,864
Aries	4,343	.....	9,823	.....	19,533	.....
Aspen	604	2,108	1,483	5,474	2,935	10,792
Diplomat	1,095	1,247	2,608	3,034	4,992	5,163
Mirada/Magnum	693	710	1,664	1,894	3,220	4,546
Dodge	355	589	739	1,344	1,314	2,889
Total Dodge	11,708	8,860	26,048	23,000	49,169	44,780
CHRYSLER CORP.	28,690	22,262	63,225	57,413	118,677	111,768
Pinto	688	4,576	2,506	13,142	5,337	26,875
Escort	9,478	.....	29,256	.....	50,884	.....
Mustang	6,198	7,758	14,666	20,748	26,156	40,836
Fairmont	6,330	12,623	15,214	29,849	29,127	52,429
Granada	3,143	1,877	8,215	6,062	15,829	13,158
LTD II	.....	144	.....	378	.....	961
Thunderbird	3,088	7,678	7,137	17,002	13,436	29,398
Ford	2,872	3,900	8,595	10,336	16,287	23,739
Ford Division	31,797	38,556	85,589	97,517	157,056	187,396
Bobcat	176	1,050	639	3,065	1,283	5,855
Lynx	3,147	.....	9,074	.....	15,125	.....
Zephyr	2,318	3,956	5,380	8,862	9,312	15,685
Cougar/Monarch	1,281	714	3,500	2,340	6,347	5,312
XR-7	1,161	3,183	2,672	6,616	4,937	12,557
Capri	1,772	2,095	4,373	5,914	7,479	11,442
Mercury	1,438	1,554	4,529	4,662	8,220	9,955
Total Mercury	11,293	12,552	30,167	31,459	52,703	60,806
Versailles	.....	153	.....	404	.....	985
Lincoln	1,136	781	2,450	1,974	4,311	4,952
Mark VI	1,284	1,009	2,966	2,670	5,071	6,885
Total Lincoln	2,420	1,943	5,416	5,058	9,382	12,822
L-M Division	13,713	14,495	35,583	36,507	62,085	73,628
FORD MOTOR	45,510	53,051	121,172	134,024	219,141	261,024
Skyhawk	.....	355	.....	985	.....	2,052
Skylark	9,791	6,166	18,943	15,463	33,054	30,366
Century	4,100	3,236	9,516	11,609	19,714	22,361
Regal	9,344	4,175	18,319	14,782	32,252	30,746
LeSabre	2,352	4,035	5,408	9,746	11,079	17,835
Electra	1,676	2,453	4,039	5,769	8,194	11,352
Riviera	1,448	1,603	3,290	4,211	6,660	7,985
Buick Division	28,721	22,023	59,505	62,565	110,953	122,697
Seville	731	1,339	2,100	3,415	4,353	7,307
Cadillac	3,703	4,396	10,975	11,861	21,269	25,988
Eldorado	1,459	1,780	4,069	4,348	8,116	8,966
Cadillac Division	5,893	7,512	17,144	19,624	33,738	42,261
Chevette	26,225	13,624	47,213	37,202	75,348	71,463
Monza	1,099	4,846	3,563	12,564	9,532	24,681
Citation/Nova	16,137	12,541	29,608	33,448	52,683	66,305
Camaro	4,693	3,866	8,751	10,218	15,129	21,299
Malibu	6,173	8,323	15,769	21,160	34,288	43,823
Monte Carlo	8,571	5,173	15,792	13,135	28,275	29,268
Chevrolet	6,543	12,598	15,953	34,178	33,140	65,885
Corvette	1,120	1,079	2,674	2,920	5,183	6,094
Chevrolet Division	70,561	62,050	139,323	164,825	253,578	328,818
Starfire	.....	334	.....	1,000	.....	2,415
Omega	4,138	2,698	9,447	7,703	17,274	14,504
Cutlass	4,963	6,626	14,666	18,958	32,681	37,045
Supreme	11,087	7,196	24,202	20,928	44,645	44,518
Olds 88	3,720	4,880	11,107	14,136	23,018	28,529
Olds 98	2,017	2,261	6,023	6,068	12,775	13,050
Toronado	928	1,060	2,695	3,291	5,649	7,352
Oldsmobile Division	26,853	25,055	68,140	72,084	136,042	147,398
Sunbird	2,778	4,591	7,944	11,252	17,018	21,117
Phoenix	4,515	3,249	8,982	8,131	15,424	17,884
Firebird	2,609	2,655	5,511	7,069	9,814	15,688
LeMans	1,981	2,628	5,236	7,039	11,623	15,353
Grand Prix	5,970	3,379	12,180	8,857	21,307	19,833
Pontiac	2,549	3,871	6,992	10,387	14,679	21,632
Pontiac Division	20,402	20,373	46,845	52,735	89,865	111,507
GENERAL MOTORS	152,430	137,013	330,957	371,833	624,176	752,681
VOLKSWAGEN	6,679	8,082	15,496	15,426	27,969	29,057
DOMESTIC TOTALS	238,009	224,908	543,593	591,258	1,013,425	1,178,996
IMPORT TOTAL	.....	.....	220,071	219,698	398,435	437,174
GRAND TOTAL	.....	.....	763,664	810,956	1,411,860	1,616,170

*—AMC does not issue a nameplate breakout for 10-day periods.
†—Estimate.

But it's two weeks behind 1980 pace

Makers build millionth car of year

By Patricia Hoffman
Staff Writer

U. S. auto production hit the million mark last Thursday, (March 5,) about two weeks later than in 1980. Last year, the auto makers completed their millionth unit on Feb. 22.

So far this year, the auto makers have built 1,077,944 units, down 18.1 percent from the 1,316,180 completed in the comparable period in 1980.

The February total was 482,074 units, a drop of 22.79 percent from the 624,346 cars completed in the same month last year, and the lowest output for the month since the 369,486 cars assembled in February, 1975.

Breakdown for February by companies was: General Motors, 61.81 percent of the month's total; Ford Motor Co., 20.23 percent; Chrysler Corp., 13.28 percent; American Motors, 1.19 percent; Volkswagen of America, 3.44 percent, and Checker Motors, 0.05 percent.

Production last week was slated at 134,625 units, up 1.35 percent from the 132,831 cars completed the previous week but down 15.89 percent from the 160,067 units built in the comparable week last year.

Overtime was scheduled last week at Chrysler Corp.'s Belvidere point. Chrysler said that due to an increase in dealer orders, it will progressively increase its daily straight-time production rate at Belvidere on the Dodge Omni, Plymouth Horizon, Dodge 024 and Plymouth TC3 lines. Two nine-hour shifts were scheduled last week, and Chrysler said that within the next three weeks it plans to increase production at Belvidere from a rate of 960 units per day to 1,072 units per day.

Chrysler also announced that all of its assembly plants are scheduled to operate this week. It is the fourth consecutive week of full production at Chrysler's U. S. assembly plants.

breaking news

Continued from Page 1

fayette Ford, as chairman and representative to the FDA board. Purvis, twice a national dealer council chairman, said the Alliance already represented one-third of Charlotte District Ford dealers and that full district participation would be only a matter of time, once the organization was set in place and the dealers had a chance to canvass their zones.

New Jaguar is due in 1984

LONDON.—A new Jaguar, code-named XJ-40, is scheduled to be introduced in 1984 as a replacement for the XJ-6 and XJ-12. It is believed that the XJ-40 will be powered by new lightweight engines displacing 2.2 and 2.8 liters. The BL board has approved an investment of about $160 million in the new car, which is considered vital if BL is to continue marketing in the U. S.

Fiat's Recchia forms new company

MONTVALE, N. J.—Richard Recchia, who winds up his duties this month as president of Fiat Motors of North America, has organized a new company. Named R.D.R. Services, Inc., it will act as a manufacturer's representative and will be based in Los Angeles. It will begin operations early in April.

Soft-top Mustang from Ford in '82

DEARBORN. — Ford Motor Co. is rumored to have tapped an outside supplier to build a convertible conversion of the Mustang for '82. The company previously discussed doing a soft-top version of the new EXP/LN7 models, but decided the convertible treatment could best help spur Mustang sales.

Opel Junior bows as first S-car

RUSSELSHEIM, West Germany. — The Opel Junior, scheduled for introduction in Europe in late 1982, will be the first edition of the new General Motors S-car minicompact. GM's world car will be assembled in a new plant in Zaragoza, Spain, with the engine coming from a new plant in Austria. The U.S. version of the S-car will bow a year later as an '84 model. Chevrolet is the lead division on the American S-car.

TRUCK PRODUCTION IN U. S.†

	Week Ended Mar. 7, 1981	Same Week, Mar. 8, 1980	Week Ended Feb. 28, 1981	Feb. Total	Jan. 1, to Mar. 8, 1980	Jan. 1, to Mar. 7, 1981
CHEVROLET	9,240	7,328	8,638	44,662	133,087	109,222
DODGE/PLYMOUTH	1,700	4,400	1,638	4,991	27,839	11,839
FORD	14,851	14,075	14,753	45,447	130,372	100,233
GMC	3,879	3,086	4,727	17,422	34,249	40,616
INTERNATIONAL	1,690	.....	1,708	4,971	.....	13,491
MACK	.....	625	.....	.....	5,936	.....
WHITE	.....	165	.....	.....	1,767	.....
JEEP	1,600*	2,850*	1,600*	6,175	23,298*	17,036
AMC CORP.	85*	180*	85*	340*	2,972*	765*
VOLKSWAGEN	1,040	812	1,063	4,113	4,571	8,140
MISCELLANEOUS	1,200*	800*	1,200*	4,800*	7,760	9,700*
Total Trucks, U. S.	35,285	34,321	35,412	132,921	371,851	311,042

CANADIAN TRUCK PRODUCTION

	Week Ended Mar. 7, 1981	Same Week, Mar. 8, 1980	Week Ended Feb. 28, 1981	Feb. Total	Jan. 1, to Mar. 8, 1980	Jan. 1, to Mar. 7, 1981
CHRYSLER CORP.	1,600	.....	1,721	5,096	3,097	9,537
FORD MOTOR	3,490	4,784	4,180	13,139	36,255	31,295
GENERAL MOTORS	6,340	5,962	6,638	25,528	53,453	57,181
AMERICAN MOTORS	.....	880	.....	.....	5,822	.....
INTERNATIONAL	245	290	243	1,002	2,105	2,357
MACK	.....	60	.....	.....	570	.....
WHITE	.....	65	.....	.....	590	.....
Total Trucks, Canada	11,675	12,041	12,782	44,765	101,892	100,370
N. American Trucks	46,960	46,362	48,194	177,686	473,743	411,412

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Truck production for February is lowest since '65

February output for the U. S. truck makers was the lowest for the month in 16 years and was down considerably from the February, 1980, total.

Truck production in February totaled 132,921 units, down 24.68 percent from the 176,489 units completed in the same month last year, and the lowest for the month since the 131,409 units built in February, 1965.

Production last week was slated at 35,285 trucks, up 2.80 percent from the 34,321 units completed in the comparable week last year, but down 0.35 percent from the 35,412 trucks built the previous week.

So far this year, the truck makers have completed 211,042 units, down 16.35 percent from the 371,851 trucks assembled in the comparable period last year.

Canadian cars in February fell to 13-year low

Canadian auto production for February was the lowest for the month in 13 years, and the total fell 9.92 percent below the comparable month's total last year.

The auto makers completed 64,220 units in February, down from the 71,293 built in 1980, and the lowest for the month since the 47,317 units completed in February, 1968.

The planned output last week was 16,513 cars, an increase of 13.40 percent from the 14,562 built in the previous week, but down 13.89 percent from the 19,177 units completed in the comparable week last year.

So far this year the auto makers have assembled 114,975 units, down 26.44 percent from 156,295 in the comparable period last year.

The truck makers produced 44,765 units in February, down 0.18 percent from the 44,849 trucks completed in the comparable month last year, and the lowest output for the month since the 40,530 built in 1976.

Truck production last week was planned at 11,675, down 8.66 percent from the 12,782 trucks built the previous week, and down 3.03 percent from the 12,041 units assembled the week ended March 8, 1980.

The year-to-date output for the truck makers is 100,370, down 1.49 percent from the 101,892 completed through March 8, last year.

Downtime was scheduled for one week at the Ford Oakville car plant beginning March 2.

Also down last week was Chrysler's Windsor car point. The plant will remain idle this week with operations slated to resume March 16.

U. S. CAR PRODUCTION

	Week Ended Mar. 7, 1981	Same Week, Mar. 8, 1980	Week Ended Feb. 28, 1981	Feb. Total	Jan. 1, to Mar. 8, 1980	Jan. 1, to Mar. 7, 1981
AMERICAN MOTORS	2,032*	4,525*	2,032*	5,715	41,051*	16,854
Eagle	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
AMX	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	18,270	10,400	17,522	64,033	116,576	124,028
Plymouth Total	9,370	5,720	8,929	32,542	54,119	62,116
Horizon	3,400	3,300	3,121	11,249	30,902	21,874
Volare	.....	2,400	.....	.....	17,848	.....
Gran Fury	850	.....	811	2,385	4,592	3,724
Caravelle	120	20	95	228	777	572
Reliant	5,000	.....	4,902	18,680	.....	35,946
Chrysler Total	1,550	250	1,763	4,924	14,110	9,773
Chrysler	450	.....	600	1,599	3,262	2,851
LeBaron	1,100	250	1,163	3,325	10,848	6,922
Dodge Total	7,350	4,430	6,830	26,567	48,347	52,139
Omni	2,100	2,800	1,759	7,252	27,805	15,679
St. Regis	400	.....	269	1,040	3,013	1,749
Diplomat	950	100	839	2,429	4,482	5,001
Aspen	.....	1,530	.....	.....	13,047	.....
Aries	3,900	.....	3,963	15,846	.....	29,710
FORD MOTOR	22,820	38,442	29,990	97,505	236,736	218,023
Ford Division	15,727	25,180	20,962	67,226	167,683	150,582
Pinto	.....	.....	.....	.....	8,392	.....
Must./Must. II	1,288	7,149	4,027	10,928	44,076	17,615
Fairmont	4,277	6,573	3,993	10,297	45,291	28,454
Granada	270	3,192	344	4,027	15,752	9,463
Thunderbird	.....	6,266	2,756	2,756	35,178	5,781
Ford	1,688	2,000	1,688	6,818	18,994	15,280
Escort	8,204	.....	8,154	32,400	.....	73,989
L-M Division	7,093	13,262	9,028	30,279	69,053	67,441
Mercury Total	5,759	10,571	9,028	26,510	59,220	58,282
Bobcat	.....	.....	.....	.....	2,044	.....
Capri	302	2,260	1,363	3,083	14,067	5,112
Zephyr	1,080	2,163	1,334	3,185	14,335	8,619
Cougar/Monarch	229	1,340	157	1,904	5,357	4,345
XR-7	.....	2,238	1,882	1,882	11,557	3,527
Mercury	1,292	2,570	1,306	4,995	11,860	11,995
Lynx	2,856	.....	2,986	11,461	.....	24,684
Lincoln Total	1,334	2,691	.....	3,769	9,833	9,159
Lincoln	648	991	.....	1,945	3,480	4,340
Versailles	.....	268	.....	.....	971	.....
Mark VI	686	1,432	.....	1,824	5,382	4,819
GENERAL MOTORS	87,256	100,916	78,910	298,004	888,394	684,968
Buick Division	19,474	19,703	18,364	74,879	166,758	63,616
Skylark	5,229	5,228	5,044	21,912	45,909	46,536
Century	3,900	4,296	4,112	15,202	31,949	32,060
Regal	6,040	4,624	3,952	18,337	40,264	43,313
Buick	3,360	4,310	4,003	14,204	36,602	30,982
Riviera	945	1,245	1,253	5,224	18,034	10,725
Cadillac Division	6,347	7,234	6,287	24,664	60,039	56,397
Seville	736	1,055	619	2,579	10,951	6,086
Cadillac	4,264	4,634	4,466	17,090	35,548	38,260
Eldorado	1,347	1,545	1,202	4,995	13,540	12,051
Chevrolet Division	35,726	42,246	27,306	103,976	373,800	243,249
Chevette	9,022	9,500	8,354	25,869	90,266	50,511
Monza ('80)	.....	3,535	.....	.....	29,328	.....
Camaro	3,045	3,270	3,121	11,593	26,512	21,962
Citation	8,174	9,521	6,539	26,318	91,255	60,354
Malibu	6,645	6,430	3,438	15,762	50,882	42,482
Monte Carlo	3,240	2,710	266	7,084	27,976	22,832
Chevrolet	4,800	6,120	4,796	14,357	47,984	38,150
Corvette	800	1,160	792	2,993	9,597	6,958
Oldsmobile Division	18,098	16,927	18,991	70,050	157,913	163,380
Omega	3,468	2,752	3,350	11,831	24,139	26,967
Cutlass	7,525	6,670	8,922	32,206	65,330	78,255
Oldsmobile	6,220	6,370	5,575	22,006	57,971	49,625
Toronado	885	1,135	1,144	4,007	10,473	8,533
Pontiac Division	7,611	14,806	7,962	24,435	129,884	58,326
Acadian†	250	400	980	1,832*	3,320	2,776
Sunbird ('80)	.....	2,865	.....	.....	30,385	.....
Phoenix	2,346	2,621	2,615	10,643	25,631	21,138
Firebird	1,035	2,490	956	4,023	19,725	9,476
LeMans	1,435	1,635	868	2,244	12,801	8,043
Grand Prix	2,345	2,075	2,357	4,750	16,543	14,075
Pontiac	200	2,720	186	943	21,479	2,818
VOLKSWAGEN	4,160	5,684	4,290	16,568	32,828	33,641
CHECKER	87*	100*	87	248	595	430
Total Cars, U. S.	134,625	160,067	132,831	482,074	1,316,180	1,077,944

CANADIAN CAR PRODUCTION

	Week Ended Mar. 7, 1981	Same Week, Mar. 8, 1980	Week Ended Feb. 28, 1981	Feb. Total	Jan. 1, to Mar. 8, 1980	Jan. 1, to Mar. 7, 1981
AMERICAN MOTORS	600	.....	608	2,411	.....	4,936
CHRYSLER CORP.	.....	.....	1,806	3,538	10,757	3,538
FORD MOTOR	2,936	6,888	2,412	6,216	35,555	13,309
GENERAL MOTORS	12,752	12,064	9,488	51,200	107,801	91,268
VOLVO	225	225	248	855	2,182	1,924
Total Cars, Canada	16,513	19,177	14,562	64,220	156,295	114,975
N. American Cars	151,138	179,244	147,393	546,294	1,472,475	1,192,919
N. American Trucks	46,960	46,362	48,194	177,686	473,743	411,412
North American Cars and Trucks	198,098	225,606	195,587	723,980	1,946,218	1,604,331

†—All Acadians and Caravelles are built for sale in canada. *—Estimated.